



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya.

Tel: 020-2069349, 061-2309217. 064-30320 Cell phone: +254 712524293, +254 789151411

Fax: 064-30321

Website: www.must.ac.ke Email: info@must.ac.ke

University Examinations 2013/2014

FIRST YEAR EXAMINATION FOR CERTIFICATE/DIPLOMA IN BUSINESS
ADMINISTRATION AND DIPLOMA IN PURCHASING AND SUPPLIES MANAGEMENT

DBA 1215: BUSINESS COMMUNICATION SKILLS

DATE: APRIL 2014

TIME: 1½ HOURS

INSTRUCTIONS: Answer question *one* and any other *two* questions

QUESTION ONE – (30 MARKS)

- a) Give five bad listening habits. (5 marks)
- b) Citing relevant examples, explain five business situations in which good listening skills are particularly significant. (10 marks)
- c) State five profiles of a good speaker. (5 marks)
- d) Explain the importance of visual aids in communication. (10 marks)

QUESTION TWO (20 MARKS)

Effective communication is the “life blood” of every successful business. Discuss. (20 marks)

QUESTION THREE (20 MARKS)

- a) Briefly explain how a receiver can make the work of a presenter effective. (5 marks)
- b) Discuss why managers in business would prefer to use face to face communication when dealing with staff. (10 marks)
- c) State five differences between a meeting and an interview. (5 marks)

QUESTION FOUR (20 MARKS)

- a) Fear of public speaking is believed to be the most common phobia(fear) in the world. As a communicator, explain in details the methods you can apply to overcome this fear. (20 marks)

QUESTION FIVE (20 MARKS)

- a) Briefly explain three methods you can use to collect data for a report. (9 marks)
- (ii) State three types of reports. (3 marks)
- b) Give three qualities of a good summary. (3 marks)
- c) State five differences between graphs and charts. (5 marks)